



Atty. Dkt. No. 046982-0120

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

Applicant: Koji KIDA  
Title: ADVERTISEMENT PRESENTATION SYSTEM  
Application No.: 09/916,581  
Filing Date: 07/30/2001  
Examiner: Duran, Arthur D.  
Art Unit: 3622

**AMENDMENT AND REPLY UNDER 37 C.F.R. 1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Non-Final Office Action dated March 22, 2006, concerning the above-referenced patent application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks/Arguments** begin on page 7 of this document.

Please amend the application as follows: